daisy.club

The Standard Singapore

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

36 /100

LOW VISIBILITY

Visibility is currently in the low visibility band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- The Standard Singapore holds 0% blended non-branded search visibility, ranking -; the current leader Marina Bay Sands holds 6.7%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 78%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
100%
40/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
78% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
6.7%
Marina Bay Sands leads at 6.7%, ahead by 6.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Standard Singapore records 0% blended SOV, ranking -, while Marina Bay Sands leads with 6.7%. The category remains fragmented, with "Other" brands accounting for 55.7% of visibility.

Search terms: Broad Search: Singapore design hotels • Narrow Search: Singapore hotels near Orchard Road

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	6.7%
2	Grand Hyatt Singapore	6%
3	Fairmont Singapore	5.4%
4	Raffles Hotel Singapore	5.4%
5	Pan Pacific Orchard, Si.	4.7%
6	Conrad Singapore Orchard	3.4%
7	Dusit Thani Laguna Sing.	3.4%
8	Shangri-La Rasa Sentosa.	3.4%
9	Voco Orchard Singapore	3.4%
10	Capella Singapore	2.7%
	Other	55.7%

Brand SOV 0% Brand Rank - Total Brands 60 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	10.5%
2	Grand Hyatt Singapore	9.2%
3	Pan Pacific Orchard, Si.	6.6%
4	Raffles Hotel Singapore	6.6%
5	Conrad Singapore Orchard	3.9%
6	Dusit Thani Laguna Sing.	3.9%
7	COMO Metropolitan Singa.	2.6%
8	Fairmont Singapore	2.6%
9	JEN Singapore Orchardga.	2.6%
10	Mama Shelter Singapore	2.6%
	Other	48.7%

Brand SOV 0% Brand Rank - Total Brands 42 Avg. SOV 2.4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	8.2%
2	Capella Singapore	5.5%
3	Shangri-La Rasa Sentosa.	5.5%
4	Mercure ICON Singapore .	4.1%
5	Raffles Hotel Singapore	4.1%
6	Voco Orchard Singapore	4.1%
7	Aman	2.7%
8	Conrad Singapore Marina.	2.7%
9	Conrad Singapore Orchard	2.7%
10	Dusit Thani Laguna Sing.	2.7%
	Other	57.5%

Brand SOV 0% Brand Rank - Total Brands 42 Avg. SOV 2.4%

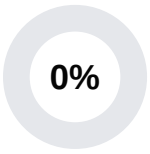
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Standard Singapore appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
18%	5%	78%

WHAT PEOPLE ARE SAYING

Positive: The hotel is widely praised for its distinctive, design-forward aesthetic that blends playful, youthful energy with tropical greenery, and its pool, garden, and à-la-carte breakfast are highlights; many guests also find it a good value for the Orchard Road area and appreciate the attentive service and complimentary shuttle.

Neutral: The location is a moderate walk from the nearest MRT station, so guests often rely on the hotel shuttle or taxis; rooms are compact, and the breakfast selection is somewhat limited, though quality is generally acceptable.

Negative: Several guests report that the pillows are too soft and offer no alternative options, causing neck discomfort; bathroom amenities are considered subpar, and some feel the room size and overall value do not justify the price, especially for suite categories; the surrounding area lacks convenient dining and shopping options.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Standard Singapore ranks - in broad search with 0% SOV, while Fairmont Singapore leads at 8.2%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Launch an owned Rednote presence
No detected Rednote account is connected to this brand. Creating or linking an official account is an opportunity to own branded-search results and provide clear booking, amenities, and location proof.

3 Turn positive sentiment into proof
Users already respond positively to: The hotel is widely praised for its distinctive, design-forward aesthetic that blends playful, youthful energy with tropical greenery, and its pool, garden, and à-la-carte breakfast are highlights; many guests also find it a good value for the Orchard Road area and appreciate the attentive service and complimentary shuttle. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns
Negative feedback is lower-volume (18%) but specific: Several guests report that the pillows are too soft and offer no alternative options, causing neck discomfort; bathroom amenities are considered subpar, and some feel the room size and overall value do not justify the price, especially for suite categories; the surrounding area lacks convenient dining and shopping options. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 36 / 100 to 48-58 / 100 through keyword-led content, KOC proof, and stronger brand association.